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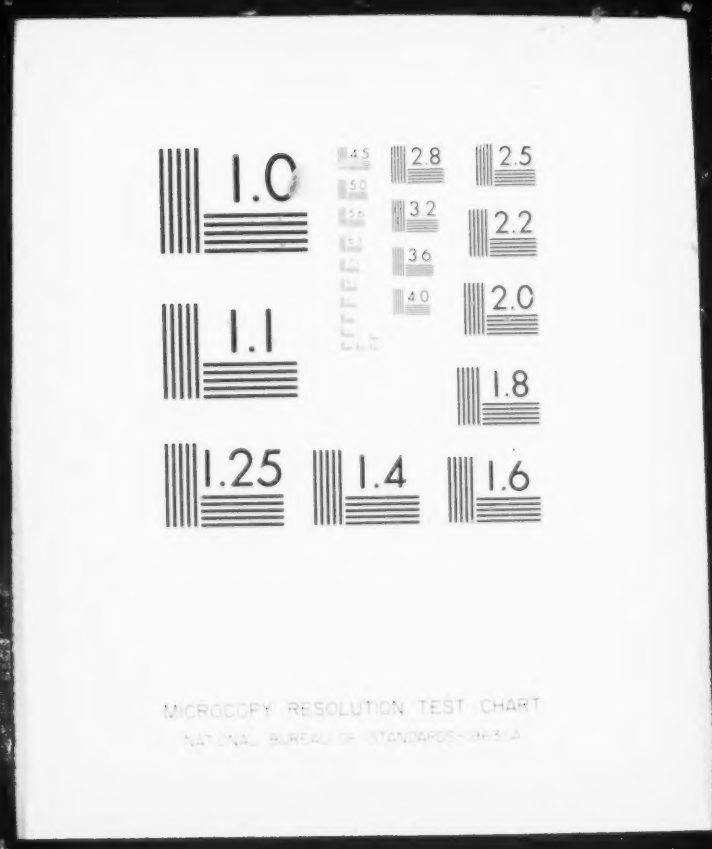

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ABSTRACT

This inventory of programed instructional materials useful in business education setting was developed specifically for the Business Education Learning System (BELS), and is divided into sections on: (1) Software, (2) Software With Accompanying Hardware, and (3) Hardware. Items in the software inventory are arranged by business subject areas and include tapes and programed textbooks. The second section includes instructional media such as a 30-lesson filmstrip series on English-Communication Skills which is accompanied by a TT-33 Programed Projector. Listed in the hardware section are such items as a: (1) pacerecorder and pacer, (2) cassette player, (3) cassette listening center, (4) port-a-carrel, (5) audio- utorial earning center, and (6) custom electronic classroom. Price and availability information are provided for each item in the inventory. A related document is available as VT 014 414. (JS)

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VT01441

College of Business Administration

Texas Tech University
Lubbock, Texas

ED058417

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EDUCATION & WELFARE
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Texas Education Agency
Project No. 11635

A Supplement to the
Final Report

# PLANNING THE IMPLEMENTATION OF A BUSINESS EDUCATION LEARNING SYSTEM

# PROGRAMMED INSTRUCTIONAL MATERIALS AVAILABLE FOR POSSIBLE USE IN A BUSINESS EDUCATION LEARNING SYSTEM

Ronald D. Johnson

Business Education Department
Texas Tech University
Lubbock, Texas 79409

July, 1971

TEXAS EDUCATION AGENCY
DIVISION OF OCCUPATIONAL RESEARCH & DEVELOPMENT

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## SOFTWARE

### Accounting

Instruction tapes. (Audio). Hempel, Richmond, and Salser.

Correlated with TWENTIETH CENTURY BOOKKEEPING & ACCOUNTING, 23rd Edition, South-Western Publishing Co.

BOOKKEEPING, FIRST SEMESTER. 24 tapes. 48 lectures.
Reel/cassette Price: $238.80
Belt format 258.80
BOOKKEEPING, SECOND SEMESTER. 24 tapes. 48 lectures.
Reel/cassette Price: $238.80
Belt format 258.80
Both Semesters. 48 tapes. 96 lectures.
Reel/cassette Price: $429.60
Belt format 469.60

Available: Western Tape, 2273 Old Middlefield Way, Mountain View, CA 94040
National Book Company, 1119 S. W. Park Avenue, Portland, OR 97205

PROGRAMMED LEARNING AIDS, IRWIN PLAID SERIES. (Printed).

SELF REVIEW IN ELEMENTARY ACCOUNTING, Vols. I and II, William W. Pile.
SELF REVIEW IN INTERMEDIATE ACCOUNTING, Vols. I and II, Glenn A. Welsch.
SELF REVIEW IN MANAGEMENT ACCOUNTING, Robert N. Anthony.
SELF REVIEW IN PRINCIPLES OF ACCOUNTING, George R. Terry.

Available: Richard D. Irwin, Inc., Homewood, IL

Price: $2.95 ea.

Programmed textbooks. (Printed). Individual texts and/or series on various aspects of accounting.

For community college and adult education levels. Some have teacher's manual available.

Available: Programmed textbooks listed in DE and OE catalog from Division of Vocational Education, University of California, Oct. 1969.

Price: Ranges from $2.25 for each item in series to $27.50.

## Business Law

Monitor Instruction Tapes. (Audio).

For secondary and junior college levels. Program developed around doctoral study of those elements of law most commonly taught at the secondary level. Provides reinforcement and amplification of any business law text. Sixty 30-minute lectures emphasize key points of law with appropriate illustrations. Lectures may be selected at random, to match whichever text you may be using. Complete outline of lectures available upon request without charge.

| | | |
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| First 15 tapes (lectures 1-30) | | |
| Reel/cassette | Price: | $149.25 |
| Belt format | | 169.25 |
| Second 15 tapes (lectures 31-60) | | |
| Reel/cassette | Price: | $149.25 |
| Belt format | | 169.25 |
| Full program of 30 tapes | | |
| Reel/cassette | Price: | $268.50 |
| Belt format | | 288.50 |

Available: Western Tape, 2273 Old Middlefield Way, Mountain View, CA 94040
National Book Company, 1119 S. W. Park Avenue, Portland, OR 97205

PROGRAMMED LEARNING AIDS, IRWIN PLAID SERIES. (Printed).

SELF REVIEW IN BUSINESS LAW, A. James Barnes.

Available: Richard D. Irwin, Inc., Homewood, IL

Price: $2.95

## Communications (Letter and/or Report Writing)

LETTER WRITING FOR THE OFFICE. (Audio).

Emphasis is on how to write. First 30 lessons emphasize word selection, as well as comprehensive lists of words and phrases which no longer should be used. This is followed by phrase selection and placement, followed by sentence construction and composition. Explains why a certain type of word should or should not be used at a particular place in a sentence. Last 10 lessons stress paragraph composition, explaining the basic "do's" and "don'ts"

for the 10 basic types of letters. Each student should be provided with accompanying syllabus. One portion is consumed as course proceeds, while remaining portion is for note taking and reinforcement and is retained by student as a valuable reference source. Also includes instruction on how to dictate letters.

Set of 12 tapes. 42 lectures.
Reel/cassette Price: $131.40
Belt format 151.40
Student Syllabus 4.85
Key with grading scales and suggested tests Price: $2.95

BASIC SKILLS IN COMMUNICATION. (Printed).

For college and adult levels. Drills student in the art of expressing himself clearly, briefly, and forcefully. Includes the writing of letters, memos, and reports that will be easily understood and quickly acted upon. Teacher's manual and tests available. 20 hrs. programmed time.

Available: American Management Association, Inc., 135 West 50th Street, New York, NY 10020

Price: $24.00

BUSINESS LETTER WRITING. (Printed). Slattery.

For college and adult levels. Guide for writing persuasive, friendly, and correct letters. 247 pp.

Available: Doubleday & Co., Inc., 501 Franklin Avenue, Garden City, NY 10017

Price: $4.95

EFFECTIVE LETTERS: A PROGRAM FOR SELF-INSTRUCTION. (Printed). Reid, Wendlinger.

For college and adult levels. Covers the principles and techniques of effective letter writing. 321 pp. 1964. Teacher's manual available.

Available: McGraw-Hill

Price: $3.95

EFFECTIVE WRITING. (Printed). Smith, Stapleford.

For college and adult levels. Includes subject-verb agreement, pronoun references, and arrangement of ideas. 481 pp. 1963.

Available: American Management Association, Inc.

Price: $6.95

EFFECTIVE WRITTEN COMMUNICATION--THE MEMORANDUM. (Printed). Ball and Gabriel.

For secondary, college, and adult levels. Helps students write effective memos. 145 frames. 2 hours. 26 pp.

Available: Resources Development Corporation, P.O. Box 591, East Lansing, MI 48823

Price: $1.25

HOW TO COMMUNICATE WITHIN THE ORGANIZATION. (Printed).

Shows the learner how to use organizational charts to identify and successfully work with formal communication lines, span and level of management and management emphasis.

Available: Metromedia Analearn

Price: $10.00

PRINCIPLES OF SELECTIVE LISTENING. (Printed).

Over three years in development, this new 4-hour programmed course takes you through the path to more effective listening on a step-by-step basis.

Available: Metromedia Analearn

Price: $10.00

## English

THE APOSTROPHE. (Printed).

For secondary and adult levels. 30 frames. 1-hr. program. 1967.

Available: Media Masters, Inc., 400 W. Sixth Street, Tustin, CA 92680

Price: $.75

THE COMMA. (Printed).

For secondary and adult levels. 149 frames. 2-hr. program. 1967.

Available: Media Masters, Inc.

Price: $1.25

THE FIRST AND LAST SENTENCE. (Printed).

For secondary and adult levels. 84 frames. 1-hr. program. 1967.

Available: Media Masters, Inc.

Price: $1.25

HOMONYMS. (Printed).

For secondary and adult levels. 60 frames. 1-hr. program. 1967.

Available: Media Masters, Inc.

Price: $1.00

SIMPLE AND COMPLEX SENTENCES. (Printed).

For secondary and adult levels. 117 frames. 1-hr. program. 1967.

Available: Media Masters, Inc.

Price: $1.00

THE WELL-WRITTEN SENTENCE. (Printed).

For secondary and adult levels. 111 frames. 1-hr. program. 1967.

Available: Media Masters, Inc.

Price: $1.25

ENGLISH REVIEW MANUAL: A PROGRAM FOR SELF-INSTRUCTION. (Printed).

For college and adult levels. Provides a review of grammar, usage, and punctuation. Teacher's manual and tests available. 10-hr. program. 290 pp. 1965.

Available: McGraw-Hill

Price: $3.50

PROGRAMMED COLLEGE ENGLISH. (Printed). Huffman, Rogovin.

For college and adult levels. Develops the principles of English language structure, usage, and style using the sentence-pattern approach. Teacher's manual and preprogram, interim, and postprogram tests available. 2500 frames. 53-hr. program. 554 pp. 1968.

Available: McGraw-Hill

Price: $5.25

PROGRAMMED ENGLISH SKILLS (MLI Associates). (Printed).

For secondary level. Series is designed to reinforce either regular or remedial courses in grammar and composition. Teacher's manual and pre and post tests available. 1968.

| | | |
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| Agreement of Subject and Verb. 114 pp. | Price: | $1.88 |
| Capitalization. 126 pp. | | 1.88 |
| Commas. 150 pp. | | 1.88 |

Available: D. C. Heath and Co., 2544 Cleveland Avenue, Santa Rosa, CA 95401

PROPER PUNCTUATION. (Printed). Smith, Steele.

For college and adult levels. A complete course in punctuation. 279 pp. 1962.

Available: Doubleday & Company, Inc., 501 Franklin Avenue, Garden City, NY 10017

Price: $5.95

SPELLING BY PRINCIPLES. (Printed). Smith.

For secondary, college, and adult levels. Building skills in spelling outside the classroom. Teacher's manual and presection and postprogram tests available. 634 frames. 1966.

Available: Appleton-Century-Crofts, 440 Park Avenue South, New York, NY 10016

Price: $2.90

SPELLING IMPROVEMENT: A PROGRAM FOR SELF-INSTRUCTION. (Printed). Fergus.

For college and adult levels. Emphasizes the written syllabic and auditory approaches. Covers all generalizations needed to build a

foundation for independent student work. Teacher's manual and prerequisite test available. 4792 frames. 12-hr. program. 384 pp. 1964.

Available: McGraw-Hill

Price: $2.80

300 COMMAS. (Printed). West.

For secondary, college, and adult levels. Covers major uses of the comma. 300 frames.

Available: McGraw-Hill

Price: $1.20

USEFUL ENGLISH. (Printed).

For college and adult levels. A series dealing with written communications.

Part 1. Covers the eight parts of speech. 443 frames.
Part 2. Teaches modern usage and how to recognize and overcome frequent errors. 376 frames.
Part 3. Includes spelling and how to master it; and building vocabulary. 237 frames.
Part 4. Students learn about sentences and paragraphs; grammar; construction; capitalization; and punctuation. 391 frames.

Available: INTEXT (International Educational Services Division), 530 Electric Street, Scranton, PA 18509

Price: $4.95 ea.

VOCABULARY IMPROVEMENT. (Printed). Davis.

For secondary, college, and adult levels. Develops vocabulary and the technique for future independent study through study of prefixes and roots in common use from Latin and Greek, numbers and suffixes. Teacher's manual available. 192 pp. 1967.

Available: McGraw-Hill

Price: $2.95

SPELLING 1500: A PROGRAM BOOK. (Printed).

For secondary, college, and adult levels. Students learn spellings of about 1500 words. Spelling is taught through association of similar

words, through correlation with pronunciation and through a variety of other methods. Diagnostic and mastery tests available. 258 pp. 1967.

Available: Harcourt, Brace, and World, Polk and Geary, San Francisco, CA 94109

Price: $3.50

ENGLISH USAGE DRILLS AND EXERCISES. (Printed). Grendel and Leffingwell.

Programmed for the typewriter. A programmed text-workbook designed as a supplement for any course where there is a need to review the fundamentals of English grammar. Divided into seven parts with 53 20-minute lessons and seven tests. When typewriters are not available, these materials can be completed with a pen or pencil.

Available: McGraw-Hill

PUNCTUATION DRILLS AND EXERCISES. (Printed). Brendel and Near.

Programmed for the typewriter. This supplementary, programmed text-workbook presents the rules of punctuation, capitalization, and number usage in the context of current business practice. It contains six parts with four half-period lessons, the last of which is a comprehensive final examination. Can be completed with pen or pencil.

Available: McGraw-Hill

## Filing

BASIC RULES OF ALPHABETIC FILING, PROGRAMMED. (Printed). Fahrner, Biggs.

For secondary, college, and adult levels. Covers the basic principles of indexing and filing. Teacher's manual and tests available. 269 frames. 3-hr. program. 114 pp. 1965.

Available: South-Western Publishing Co.

Price: $2.212

INDEXING AND FILING. (Printed).

Part 1. Covers alphabetic indexing, equipment, coding, cross-referencing, and numerical files. 426 frames.

Part 2. Discusses cataloging, blueprint and legal filing, record retention, and establishing a filing system. 337 frames.

Available: INTEXT (International Education Services Division), 530 Electric Street, Scranton, PA 18509

Price: $.95 ea.

SRA FILING SKILLS KIT. (Printed).

For secondary level. Gives a thorough understanding of alphabetizing and indexing.

Available: Science Research Associates, Inc., 259 East Erie Street, Chicago, IL 60611

Price: $3.50

## Management

PRINCIPLES OF MANAGEMENT: A PROGRAM FOR SELF-INSTRUCTION. (Printed). Kazmier.

For college and adult levels. Covers the basic fundamentals in a principles of management course. 20-hr. program. 256 pp. 1964.

Available: McGraw-Hill

Price: $5.50

PROGRAMMED ORGANIZATION AND MANAGEMENT PRINCIPLES. (Printed). Albers, Schoer.

For college and adult levels. Involves the student with decision-making problems in a variety of business and industrial contexts. 128 pp. 1966.

Available: John Wiley & Sons, Inc., 605 Third Avenue, New York, NY 10016

Price: $3.95

MANAGING HUMAN RELATIONS. (Printed).

For college and adult levels. Imports those vital skills required for generating good and effective relations with individuals on all levels. Teacher's manual available. 5-hr. program.

Available: Argyle Analearn Associates, 235 Park Avenue South, New York, NY 10003

Price: $10.00

INTRODUCTION TO BASIC SUPERVISION OF PEOPLE. (Printed). Burby.

For college and adult levels. Gives the supervisor the basic principles he must practice when directing people. Pretest and posttest available. 175 pp. 1966.

Available: Addison-Wesley Publishing Co., San Hill Road, Menlo Park, CA 94025

Price: $4.95

HOW TO MOTIVATE EMPLOYEES. (Printed).

For college and adult levels. Develops key skills necessary to implement on-the-job motivational procedures that will increase morale and productivity of employees. Teacher's manual available. 4-hr. program.

Available: Argyle Analearn Associates

Price: $10.00

HOW TO DELEGATE EFFECTIVELY. (Printed).

For college and adult levels. Provides on-the-job "know-how" to more effectively assign jobs and receive feedback in order to evaluate a subordinate's performance. Teacher's manual and postprogram test available. 4-hr. program. 218 pp. 1968.

Available: Argyle Analearn Associates

Price: $10.00

HOW TO SET OBJECTIVES. (Printed).

Teaching basic skills essential for identifying and defining measurable objectives. A practical, job-oriented program which defines the critical type of objectives; demonstrates how they should be set and evaluated.

Available: Metromedia Analearn, 56-05 47th Street, Maspeth, NY 11378

Price: $10.00

PLANNING - SCHEDULING - CONTROLLING. (Printed).

Identifies requirements for work unit planning and translating plans into realistic and efficient unit schedules. Case studies are used to apply training and develop schedules.

Available: Metromedia Analearn

Price: $10.00

PERT FOR MANAGERS. (Printed).

Trains the non-technical manager to use PERT more efficiently to specify, plan, monitor, and control his work activities.

Available: Metromedia Analearn

Price: $10.00

CUTTING OFFICE COSTS THROUGH WORK SIMPLIFICATION. (Printed).

Trains how to set up measurements and controls for long-range cost-cutting programs.

Available: Metromedia Analearn

Price: $12.00

METHODS IMPROVEMENT AND WORK CONTROLS. (Printed).

Covers work elements, flow charts, layouts, process and man-machine analysis and continuous work flow.

Available: Metromedia Analearn

Price $12.00

SUPERVISION FOR SECRETARIES. (Printed).

Presents to the secretary those skills and knowledges required to perform effectively in a minor supervisory position. Student learns a five-step method for effective management, identifying its application in specific job situations. She learns the characteristics of a good supervisor, and a four-step procedure for training someone in her charge. Tests available. 139 frames. 2-hr. program. 72 pp.

Available: Van Nostrand-Reinhold

Price: $2.25

## Mathematics

A.S.M.D. ADDITION/SUBTRACTION/MULTIPLICATION/DIVISION. (Printed).
Hancock, Holden, Lucas, O'Brien, Schneider.

For secondary level. Designed to give remedial help in the whole number operations. Teacher's manuals and tests available. 796 frames. 25-hr. program. 371 pp. 1963.

| | | |
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| ADDITION. 134 frames. 60 pp. | Price: | $1.33 |
| SUBTRACTION. 80 frames. 72 pp. | | 1.60 |
| MULTIPLICATION. 338 frames. 173 pp. | | 3.00 |
| DIVISION. 224 frames. 102 pp. | | 2.00 |

Available: Doubleday & Co.

BASIC MATHEMATICS. (Printed). Bobrow.

For secondary level. For remedial use. Books stress not only the how of arithmetic operations but why things "work" as they do and what is the appropriate mathematical idea to use in a given application. Tests available. 1962.

Book 1. ADDITION AND SUBTRACTION OF WHOLE NUMBERS. 852 frames. 140 pp.
Book 2. MULTIPLICATION & DIVISION OF WHOLE NUMBERS. 1526 frames. 258 pp.
Book 3. FRACTIONS & MIXED NUMBERS. 2617 frames. 432 pp.
Book 4. DECIMALS AND PERCENTAGES. 3605 frames. 578 pp.
Book 5. MEASUREMENT. 1278 frames. 150 pp.
Book 6. SUPPLEMENT: BASIC MATHEMATICS-MEASUREMENT. 121 frames. 52 pp.

Available: Encyclopaedia Brittanica Educational Corp., 2494 Teagarden Street, San Leandro, CA 94577

Price: $12.00

THE CONSUMER MATHEMATICS SERIES. (Printed). Knowles.

For secondary level. Develops important basic math skills while communicating valuable information about future pay checks, income tax, earning power, household financial affairs, etc. Teacher's manual, pretests, and posttests available.

INCOME TAX. 544 frames. 11-hr. program. 440 pp. Price: $2.96
THE PAY CHECK. 943 frames. 16-hr. program. 380 pp. Price: $2.96

Available: Behavioral Research Laboratories, Ladera Professional Center, Box 577, Palo Alto, CA 94302

DECIMALS AND PERCENTAGES. (Printed). Friel.

For secondary level. Presents a complete course on decimals and percentages. 505 pp. 1964.

Available: Doubleday & Co.

Price: $7.50

A FIRST PROGRAM IN MATHEMATICS. (Printed). Heywood.

For secondary, college, and adult levels. Basic text for remedial courses. Teacher's manual and unit tests available. 500 pp. 1967.

Available: Wadsworth Publishing Co., Inc., 10 Davis Drive, Belmont, CA 94002

Price: $7.95

PROGRAMMED BUSINESS MATHEMATICS. (Printed). Huffman, Schmidt.

For college and adult levels. 1968.

Book 1. Builds skill in addition, subtraction, multiplication, division, fractions, decimals, percentages, algebraic procedures. 954 frames. 40-hr. program. 244 pp. Price: $2.95

Book 2. Builds skill in handling interest, negotiable instruments, payroll, and depreciation. 806 frames. 40-hr. program. 224 pp. Price: $2.95

Book 3. Builds skill in mathematics of accounting and finance. 1177 frames. 80-hr. program. 320 pp. Price: $3.50

Available: McGraw-Hill

PROGRAMMED MATH FOR ADULTS. (Printed). Sullivan Associates.

For secondary and adult levels. Designed for adults with reading handicaps. Placement and progress tests for Books 1 - 8. Teacher's manuals available for each.

Book 1. BASIC ADDITION. 96 pp. 1965
Book 2. ADVANCED ADDITION. 96 pp. 1965.
Book 3. SUBTRACTION. 96 pp. 1965.
Book 4. MULTIPLICATION. 96 pp. 1965.
Book 5. DIVISION. 96 pp. 1965.
Book 6. FRACTIONS. 96 pp. 1965.
Book 7. DECIMALS AND PERCENTAGES. 96 pp. 1966.
Book 8. MEASUREMENTS. 480 frames. 6-hr. program. 96 pp. 1966.
Book 9. CONSUMER MATH. 480 frames. 7-hr. program. 96 pp. 1967.
Book 10. PERSONAL MATH. 480 frames. 7-hr. program. 96 pp. 1967.
Book 11. ADVANCED PERSONAL MATH. 480 frames. 7-hr. program. 96 pp. 1968.

Available: McGraw-Hill

Price: $1.44 ea.

BUSINESS MATHEMATICS. (Printed).

For secondary/postsecondary vocational, technical, and practical arts education.

Available: Delmar Publishers, P.O. Box 5087, Albany, NY 12205

Price: $1.05

## Office Machines

Five complete courses in: TEN KEY - FULL KEY - ROTARY - PRINTING CALCULATOR ELECTRONIC CALCULATOR. (Audio).

These taped series are complete, integrated programs tutoring students through every step (and procedure) in learning how to operate these machines. They may be used with any text. The recorded lessons take the student from the moment of first exposure to the machine through proficient solutions of comprehensive problems. A student guide is recommended for each student in each program. Keys for the guides available for each lesson at no charge.

| | Price: |
|---|---|
| TEN KEY. 9 tapes. 18 lessons. | |
| Reel/cassette | $ 98.55 |
| Belt format | 118.55 |
| Student guide | 3.85 |
| FULL KEY. 9 tapes. 18 lessons. | |
| Reel/cassette | 98.55 |
| Belt format | 118.55 |
| Student guide | 3.85 |
| ROTARY. 7 tapes. 14 lessons. | |
| Reel/cassette | 76.65 |
| Belt format | 96.65 |
| Student guide | 3.85 |
| PRINTING CALCULATOR. 3 tapes. 6 lessons. | |
| Reel/cassette | 32.55 |
| Belt format | 52.55 |
| Student guide | 2.90 |
| ELECTRONIC CALCULATOR. 3 tapes. 6 lessons. | |
| Reel/cassette | 32.55 |
| Belt format | 52.55 |
| Student guide | 2.55 |

Available: National Book Company and Educational Products Co.

OFFICE MACHINE REPAIRMAN. (Printed).

Programmed book. About 55 pp.

Available: Delmar Publishers, P.O. Box 5087, Albany, NY 12205

Price: $1.05

## Secretarial

SECRETARIAL PRACTICE. (Audio). Salser and Butsch.

Supplements any secretarial practice textbook.

Ten lectures

1. What is a secretary--requirements, duties, and qualifications
2. Getting started on the job, getting to know your employer, arranging your work area, familiarization with office procedures
3. Human relations
4. Communications--letters, memos, telegrams, typing tips
5. Dictation and transcription
6. Handling manuscripts and statistical information
7. Financial records, banking, expense accounts, petty cash, payroll, income tax
8. Filing and duplication processes
9. Assistance to the employer--handling travel arrangements, arranging conferences, aiding in speech and report preparation, handling personal needs
10. Applications and interviews; how to prepare job applications and anticipate interview interrogation

Set of 5 tapes and 10 lectures

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| Reel/cassette | Price: $54.75 |
| Belt format | 74.75 |
| Student syllabus | 3.25 |
| Key to syllabus and tests | 1.50 |

Available: Educational Research Associates

THE SECRETARY: JILL OF ALL TRADES. (Printed).

Teaches concepts and attitudes that are usually learned after years of on-the-job experience. Teacher's manual and post unit test available. 320 frames. 3-hr. program. 350 pp.

Available: Metromedia Analearn

Price: $10.00

THE PROFESSIONAL SECRETARY: FROM A TO $. (Printed).

Designed for the beginning secretary and the relatively inexperienced secretary, this course teaches the practical application of skills needed for the successful secretary. Included is the use of office equipment, making travel arrangements, hostessing, the image of the secretary and its effect on the image of her boss, etc. Does not include typing and shorthand. Workbook included.

Available: Metromedia Analearn

Price: $12.00

HOW TO USE A BUSINESS TELEPHONE. (Printed).

Provides the necessary skills to be more effective on the business telephone. The authorized telephone procedure is learned on a step-by-step basis and real-life telephone behavior is simulated. Teacher's manual available. 2-hr. program.

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| Available: | Metromedia Analearn | Price: $8.00 |
| | Argyle Analearn Associates | 4.75 |

## Shorthand

SPEED AND SKILL DEVELOPMENT TAPES. (Audio).

A program built around actual correspondence and advertistments from seventy nationally known companies. The progression of lessons involves a variety of planned, correlated material to help students develop the ability to cope with any special vocabulary they might need in future employment. Each 30-minute selection is divided into three parts. The first part is easy copy for warmup. The second part is the Skill Development Material which is dictated first in segments and intensively pyramided followed by dictation of the entire copy with selected read-back notes. The third and final part is the Dictation for Transcription and is dictated one time and one time only. The 36 tapes range from a base dictation speed of 60 through 120.

| | |
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| Complete set | |
| Edison-Norelco Reel/cassette | Price: $350.00 |
| All Other Reel/cassette | 275.00 |
| Belt format | 432.00 |
| Individual tapes | |
| Edison-Norelco Reel/cassette | 10.00 |
| All Other Reel/cassette | 8.00 |
| Belt format | 12.00 |
| Transcript | 2.60 |

Available: Educational Products Co., 2273 Old Middlefield Way, Mountain View, CA 94040

TEACHING AIDS SERIES. (Audio).

GRAMMAR-PUNCTUATION DICTATION TAPES

Consists of ten 25-minute tape sides in the set. They have been designed to develop the learner's sense of hearing and listening

comprehension while teaching grammar and punctuation usage. All tapes emphasize active learner participation by writing shorthand, reading their notes, and interpreting and reviewing dictated materials. Detailed instructions are given for transcribing to help train learners to follow directions. Rules for using the comma, semicolon, colon, apostrophe, and quotation marks are presented. Teacher's key available.

| Set of 5 tapes | |
|---|---|
| Reel/cassette | Price: $49.50 |
| Edison or Norelco | 51.00 |
| Belt format | 63.75 |

Available: Educational Products Co.

VOCABULARY-LETTER DICTATION TAPES.

Six 30-minute tape sides comprise Set II. These tapes are designed to build upon Set I while concentrating on troublesome vocabulary. Letter placement is taught by starting with short letters, advancing to medium letters, and ending with one- and two-page long letters. Learners are required to make carbon copies, type envelopes, and use modern correction techniques.

| Set of 3 tapes | |
|---|---|
| Reel/cassette | Price: $27.50 |
| Edison or Norelco | 31.00 |
| Belt format | 38.75 |

Available: Educational Products Co.

SPEED DEVELOPMENT TAPES.

Six 30-minute tape sides using the pyramid-building plan. Selected paragraphs are used to develop fast writing responses, theory review, and enlarged vocabulary. Teacher's key available.

| Set of 3 tapes | |
|---|---|
| Reel/cassette | Price: $27.50 |
| Edison or Norelco | 31.00 |
| Belt format | 38.75 |

Available: Educational Products Co.

OFFICE-STYLE DICTATION TAPES.

A different style of dictation is used on each tape in this set. Learners are introduced to varying techniques and idiosyncrasies of dictators: speaking, repeating, inserting, and correcting. Continued emphasis is on confidence and assurance in transcribing. Teacher's key available.

Set of 3 tapes

| | |
|---|---|
| Reel/cassette | Price: $27.50 |
| Edison or Norelco | 31.00 |
| Belt format | 38.75 |

Available: Educational Products Co.

PUNCTUATION REVIEW FOR STENOGRAPHERS AND OFFICE WORKERS.

Fifteen tape sides introducing grammar exercises and reinforcement drills. Sides 1, 4, 7, 10 and 13 present punctuation rules. Sides 2, 5, 8, 11 and 14 reinforce the punctuation rules through two dictated letters plus review. Sides 3, 6, 9, 12, and 15 each present five and six dictated letters for evaluation. Teacher's key available.

Set of 8 tapes

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| Reel/cassette | Price: $77.50 |
| Belt format | 97.00 |

Available: Educational Products Co.

SHORT-LETTER DICTATION.

Bridges the gap between first- and second-semester shorthand. Consists of 235 carefully graded letters which gradually become longer but are all quite short. Minute-step plan, 50-60-70-60 w.a.m. This program is particularly ideal for those shorthand students who are not responding satisfactorily to the usual speed building techniques. It provides the kind of sustained short-letter speed building so vital to speed development.

Set of 9 tapes. 18 recordings.

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| Reel/cassette | Price: $ 98.55 |
| Belt format | 123.00 |
| Teacher Transcript | 1.95 |

Available: Educational Products Co. and National Book Co.

DICTATION & TRANSCRIPTION.

This program consists of 12 lessons on 6 tapes. While relatively modest dictation speeds are used (60-70-80), this is a very challenging program for even students who are more advanced. Progressively longer dictation units are presented with increasingly difficult vocabulary. Altogether, 90 letters and articles are offered, plus accumulative grading scales for each lesson and final overall scale. A complete key with prepared grading scales is included with the program.

Set of 6 two-track tapes with key
Reel/cassette — Price: $68.35
Belt format — 86.00

Available: Educational Products Co. and National Book Co.

## Typewriting

FIRST-YEAR TYPING--COLLEGE SERIES. (Audio).

Instructional tape for COLLEGE TYPEWRITING, 8th ed. There are 25 recordings in Division I of COLLEGE TYPEWRITING to correspond with Lessons 1 through 25. Each lesson is approximately 30 minutes in length. Together, the lessons include the presentation of the keyboard and the typewriting techniques essential to the development of typewriting skill. After the home keys have been taught, the first lesson establishes a teaching and learning pattern for new keys which is used in all lessons that follow. Stroking technique, explained in the textbook and repeated numerous times as cues and margin reminders, are emphasized and reinforced in the recorded lessons.

Set of 13 tapes
Reel/cassette — Price: $125.00
Belt format — 145.00

Available: South-Western Publishing Co.

FIRST-YEAR TYPING--HIGH SCHOOL. (Audio).

Course designed to meet individualized instructional goals of Vocational Act of 1968. Monitor Instructional Tapes correlated with 20TH CENTURY TYPEWRITING, 9th ed. The use of the Monitor Instruction Program in typing entails 74 tapes (covering the 150 lessons of the text). The First Semester tapes carefully present textbook lessons 1 - 75, while Second Semester tapes are correlated with Lessons 76 - 150. Each tape provides an additional assignment for time remaining in the class period (following lesson presentation), should the teacher desire to make use of such assignments. A short, careful review of essential points from previous lessons introduces each tape.

First Semester. 37 tapes.
Reel/cassette — Price: $368.15
Belt format — 388.15
Second Semester. 37 tapes.
Reel/cassette — 368.15
Belt format — 388.15
Both Semesters
Reel/cassette — 662.30
Belt format — 682.30

Available: Educational Research Associates

SECRETARIAL SKILLS SERIES. (Printed). 1966.

CENTERING AND TABULATING PRACTICES FOR TYPISTS

Student learns to properly position paper in the machine and to center material, both vertically and horizontally, on standard and odd-size paper. Includes methods for centering columns of tabulated material. Tests available. 100 frames. 2-hr. program. 64 pp.

MANUSCRIPT ARRANGEMENT FOR TYPISTS

Teaches the proper form for bound and unbound manuscripts. Includes page arrangement, margins, page numbering, and placement of title, subtitles, by-lines, balance lines, and footnotes. It also includes the use of the backing sheet and rules for dividing words at the end of a line. Tests available. 150 frames. 2-hr. program. 68 pp.

PRACTICES IN TYPING THE BUSINESS LETTER

Teaches placement of the standard parts of the block and modified block style business letter, line length to be used on pica and elite machines, and the form to be used for indention and spacing within the body of the letter. Presents proper form and placement of addresses on envelopes. Tests available. 150 frames. 2-hr. program. 68 pp.

PREPARING STENCILS AND MASTERS

Presents rules for proper preparation and correction of mimeograph stencils, fluid duplication and multilith masters. It also teaches the uses of styli, the scope, and lettering guides. Student also learns to diagnose common problems in producing good mimeograph copy. Tests available. 158 frames. 2-hr program. 68 pp.

PROOFREADING THE TYPED MANUSCRIPT

Student gains a knowledge of common editing symbols and learns to use these symbols to correct rough drafts. Rules for correct spacing following punctuation marks, and the use of underlines or quotation marks with titles are presented. Student is prepared to perform the proofreading operation. Tests available.

Available: Van Nostrand-Reinhold, 399 Adrian Road,
Millbrae, CA 94030

Price: $2.25 ea.

SOFTWARE WITH ACCOMPANYING HARDWARE

| Software | Accompanying Hardware |
|---|---|
| ENGLISH/COMMUNICATION SKILLS | |
| A 30-lesson filmstrip series. Using a linear programmed format, the lessons provide comprehensive instruction, immediate reinforcement, and instant correction to help students understand and appreciate the English language. | TT-33 Programmed Projector (although can be shown on any 35mm projector). The TT-33 can be instantly changed from programmed use to regular filmstrip projection. |

Available: Teaching Technology Corporation, P.O. Box 3278, 7471 Greenbush Avenue, North Hollywood, CA 91609

| Price: | | |
|---|---|---|
| | Filmstrips | $129.50 |
| | TT-33 Programmed Projector | 79.50 |
| | Complete Package | 209.00 |

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| ARITHMETIC DRILL | |
| A 20-lesson filmstrip program. The objective: To develop rapid, accurate operation of arithmetic problems through comprehensive practice and review of basic arithmetic facts. The material is not limited to any grade level. | TT-33 Programmed Projector |

Lessons 1 - 10 Addition and Subtraction
Lessons 11 - 20. Multiplication and Division

Available: Teaching Technology Corporation

Price: 20 lessons $ 89.50
Complete with Projector 169.00

BUSINESS SKILLS: TYPING

An 18-lesson program, beginning with instruction on parts and care of the typewriter and progressing to the advanced skills for professional qualification. Lessons are taped, and an accompanying Edutext (a special workbook containing lesson summaries, illustrations, examples and practical exercises) supplements the aural instruction.

EDUCASTING LEARNING SYSTEM

Educasting is a cassette which feeds information and lessons on one track requiring the student to pick track 2, 3, or 4 as his answer. Each of these tracks is programmed differently to tell the student he answered correctly or incorrectly. A multimedia system which can be used to teach single individuals, a large class, or an entire city.

Delivery methods

1. Radio Responder--to broadcast over an FM radio station for reception anywhere within the station's service area without interferring with the station's main entertainment channel.
2. Cassette Responder--played at the learner's convenience on an individual student-paced cassette.
3. Classroom Responder--to transmit to each student in a classroom individually.
4. Filmstrip Responder--which adds visual information through use of filmstrips.

Available: Triangle Educational Services, P.O. Box 85, Radnor, PA 19087
Area Dealer: Stevens Pictures of Texas, Inc., 3019 Monticello, Dallas, TX 75205

Price: A brochure is available on "How to Prepare an Educasting Program." Triangle Educational Services are prepared to create customized programs for specific applications and will submit quotations for this service upon request.

AVT TYPING

THE AVT SYSTEM

Typing I, Typing II, Typing III--The student progresses unit-by-unit through a series of programmed lessons, each with its own behavioral objectives. Lessons consist of tape-slide presentations or sound films, together with written materials which guide the student through practice exercises, lab assignments, and selected reference work.

The system consists of a private learning carrel or console containing a cassette tape player, earphones, slide projector, and film



Available: Media Systems Corporation, 250 W. Main Street, Moorestown, NJ 08056

AVT BUSINESS CALCULATING MACHINES

THE AVT SYSTEM

The complete program includes units divided into lessons arranged in order of increasing complexity. Every lesson contains a set of slides, a tape in cassette form, and separate written instructions for student and instructor. Practice exercises and suggested tests are also included with each unit. Units may be purchased or leased, separately or as a total course package. This is <u>not</u> a program of supplementary audio-visual materials; it is a primary learning

method whose presentations require active student participation.

Course units
1 Monroe Ten-Key Adding Machine
1 Monroe Full-Keyboard Adding Machine
1 Monroe Printing Calculator
2 Friden Rotary Calculator
2 Burroughs Key-Driven Calculator
1 Sharp Electronic Calculator

Available: Media Systems Corporation

VOCATIONAL KEYBOARD TRAINING

The program consists of a visual display unit with a simple integral control panel, a reader console, and a series of perforated tapes containing basic exercises for the typewriter, the keypunch--or any other computer input keyboard for which the program has been designed. Custom programs can be prepared by the user to coordinate with any desired curriculum requirement. Standard programs available which include typing, keypunch, teletype, and computer terminal simulation.

Model 70A Key-Type-Trainer--A group training device fully programmed for audio-visual or full visual keyboard training. Designed to assist the instructor, the Model 70A utilizes a perforated tape program.

Model 40/72--A keyboard trainer/simulator. The individualized desktop unit, with a simple change of the display screen and program can teach typing, keypunch, and a variety of computer input keyboards.

Mini 70--A portable version of the Model 70A designed for small group use.

Available: Kee Inc., 1911 Jefferson Davis Highway, Suite 905, Arlington, VA 22202

AUTOMATED INSTRUCTION TOUCH TYPING SYSTEM

Phase I--Twelve color motion picture cartridges each running approximately 20 minutes. Each lesson is designed to condition pupil response some 5,000 times on a manual or electric typewriter by means of a psychologically programmed repetition of precision lights, sympathetic auditory instruction, and rhythmic command signals. Step-by-step illustration guides the student throughout the program, and proper finger movements are graphically demonstrated during the initial phase of training.

Phase II--Twenty half-hour lessons, each programmed in a cassette for ease of handling by the instructor or student.

Also available is a keypunching programmed course, using motion picture cartridges with rear screen or front projection and programmed lesson cassettes. The student is required to have a cassette player with student headset and a Copy Text Program Book.

The system apparently utilizes a cartridge-type motion picture projector and a cassette player, with accompanying software materials.

Available: Automated Instruction, Inc., 510 Sylvan Avenue, Englewood Cliffs, NJ 07632

SELF DEVELOPMENT SKILL PACKS

Each pack is a carefully designed, sequenced program to provide a student with preparation, presentation, and practice in a new skill, concept, or generalization. The Skill Packs are designed for use with the Self Development Computer. The computer

SELF DEVELOPMENT COMPUTER

The Computer is a small box-like apparatus that works on batteries. Questions and multiple choice answers are prepared in writing on an 8- by 11-inch form. The form may be printed or written on acetate so that the form may also be displayed on an overhead projector.

can be programmed by instructors for groups or individuals, or by individuals for themselves. Ready-prepared Self Development learning exercises are available in many skill areas. These exercises (Skill Packs) are designed to articulate with most curriculum requirements.

The Adult Development Series Skill Packs include one on "Reading A.D./Business Vocabulary":

1. Filing Systems
2. Filing Procedures and Equipment
3. Folders and Guides
4. Indexing
5. Indexing
6. Review
7. Filing Systems: Tickler, Variadex, Soundex
8. Interoffice Communications
9. Interoffice Communications
10. Listing and Non-listing Machines
11. Billing and Bookkeeping Machines
12. Review
13. Dictation
14. Dictation and Transcription
15. Typewriting
16. Business Letters
17. Business Letters
18. Review

Available: Self Development Inc., 367 Almaden Avenue, San Jose, CA 95110
Texas Representative: Curriculum of Texas, P.O. Box 2031, 711 West 7th, Austin, TX 78767

| | | |
|---|---|---|
| Price: | Self Development Computer | $159.00 |
| | Computer Carrying Case | 54.00 |
| | All Skill Packs | 19.50 |
| | Self Development Programming Guide (written instructions for self programming of educational materials) | 2.50 |
| | Card Pack (250 unprogrammed cards for teachers, pupils, or teachers' aides to complete) | 19.65 |

HARDWARE ONLY

## PACERECORDER AND PACER

Pacerecorder--an audio tape recorder and player used to prepare and present a recorded lesson to an individual student at a rate suitable to his learning and reaction needs. The Pacerecorder has a feature that enables you, while recording, to place a stop signal in the instructional material where a student response is required. The stop signal automatically stops the taped lesson during playback allowing the student to make the appropriate responses. After the student has made his responses, he restarts the recorded lesson by pushing the restart/stop signal button. In this way the student has complete control of his learning. The Pacerecorder has an added feature of being able to place a signal on tape which will switch on auxiliary equipment.

Pacer--an audio tape player used to present a prerecorded lesson. After the teacher cues up a Pacetape in the Pacer, the student listens to the prerecorded lesson through earphones. When the lesson calls for certain responses, the Pacer automatically stops. If the student's responses are to be recorded, the Pacer can be connected to a Pacerecorder. The system works in this way: When the Pacer is running, the Pacerecorder is not running. When the Pacer is stopped by a stop tone, the Pacerecorder automatically starts running and recording. When the student finishes his response and restarts the Pacer, a stop tone is recorded on the Pacerecorder tape and the Pacerecorder stops recording.

Available: Individualized Instruction Incorporated, P.O. Box 25308, Oklahoma City, OK 73125

Price:

| | |
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| Pacerecorder | |
| 2 headsets | |
| 1 microphone | |
| 1 battery charger | |
| 1 cable | |
| 1 auxiliary cable | |
| 1 blank cassette | |
| batteries | $375.00 |
| Pacer | |
| 1 set earphones | |
| 1 battery charger | |
| batteries | 89.25 |

## CS-1000 CASSETTE PLAYER

Available: Teaching Technology Corp., P.O. Box 3278, 7471 Greenbush Avenue, North Hollywood, CA 91609

Price: Play Only $34.50
6-Volt Converter 6.95

CASSETTE LISTENING CENTER (TT-66)

Consists of a cassette player mounted in a plywood case and 4 or 6 headphones. The unit is portable, and each student can adjust his own headphone for volume control.

Available: Teaching Technology Corp.

Price: Listening Center with standard headphones $ 99.50
Listening Center with DELUXE headphones 119.50

PORT-A-CARREL

Gold anodized aluminum folding carrels requiring no bolts, clamps, or other stabilizing elements.

Available: Teaching Technology Corp.

Price: Size--24" wide x 16" high x 20" deep $24.50
Size--32" wide x 16" high x 20" deep 29.50

TT-33 PROGRAMMED PROJECTOR

See "Software with Accompanying Hardware" section for brief description.

Available: Teaching Technology Corp.

Price: $79.50

FILMSTRIP CAMERA SYSTEM

Consists of a camera with f/3.5, 38mm Macro lens, copy stand, light set, 500 programming forms, complete instructions, and sample filmstrip ("How to Program a Filmstrip").

Available: Teaching Technology Corp.

Price: $359.00

NORELCO TRAINING & EDUCATION SYSTEMS

Norelco Snychrotutor--This compact cassette playback unit featuring automatic stop and slide/filmstrip synchronization is designed for

use in self-pacing learning programs. The synchrotutor can be programmed to stop audio/visual presentation at predetermined points to enable the student or trainee to make a response, or perform a task. The Synchrotutor may be used alone, without visuals, for an audio-only self-pacing program. It is designed for space-saving flush-mount installation.

Norelco LCH1000PR Cassette Pulse Recorder--A unit designed for recording narration plus inaudible projector cues on any cassette. Serves as playback unit, too. With the dual track playback head, two separate tape tracks are played back simultaneously. Tracks 1 and 2 carry audible narration; Track 4 carries the inaudible cues to trigger a projector. Track 3 becomes a built-in safety zone to prevent signal bleed or crosstalk.

Norelco Audio-Visual Cassette System (PIP--Programmed Individual Presentation)--This is a combination 8mm projector and cassette playback unit. Master synchronizing sound track must be prepared with a Norelco TE900 PIP Frame Pulse Generator.

Available: North American Philips Corp., 100 East 42 Street, New York, NY 10017
Jensen Corporation, 7 E. Park Blvd., Villa Park, IL 60181

AUDIO-TUTORIAL LEARNING CENTERS

Elements included in the system

Audio-Tutorial Systems study booths equipped with SC-1 flush-mounted tape player/recorders; padded headphones, a dual foot-switch to control backspace and pause, and one 7-inch reel, 1800 feet audio tape.

Instructor's Master SC-1 Tape Player/Recorder in carrying case complete with speaker, headphones, microphone with desk stand, tape eraser and tape head demagnetizer, etc. Projection equipment and provision for viewing films and slides in the study booth also are included.

Brochure shows illustrations of carrels and gives suggestions on room layout. Write directly to Audio-Tutorial Systems for price quotation, giving full particulars of project planned.

Available: Audio Tutorial Systems, 426 South Sixth Street, Minneapolis, MN 55415

CASSETTE CLASSROOM SYSTEMS

A tape-deck recorder/playback unit utilizing the compact cassette. Supplier has available Instructomatic Cassette Models which record and play or record only, are console or rack mounted, and are for

in-booth or remote control use. Some of the models have an automatic rewind, some do not.

Available: Instructomatic, Inc., 30625 West Eight Mile, Livonia, MI 48152
Area Agent: Stevens Pictures of Texas, Inc.

INSTRUCTOMATIC 3050 SUPERSYNC

Developed in conjunction with the Self-Instructional Systems Center at Central Michigan University, Mt. Pleasant, Michigan. The Supersync makes it possible to convert standard 35mm slide or strip film projectors into a teaching unit; the student can proceed at his own pace--skip back for review, hold, or skip forward--while picture and sound stay in synchronization. The student can review any segment of a slide or strip film program without starting at frame one, and going through the entire program. He need only press a button for automatic hold on a single slide while taking notes or working out an experiment. If he wishes to skip forward any number of frames, he may do so. The Supersync also allows the student to: 1) simultaneously use two projectors, 2) utilize an automatic pause mode which automatically holds the program until the student is prepared to advance--all controlled by a cassette controller.

The Supersync is available for carrel mounting and/or in a portable case. It will accommodate any cassette conforming to Philips standards. A foot control can be plugged into the Supersync for full remote control. The Supersync does all of this using standard unmodified slide or film strip projectors.

Available: Instructomatic, Inc.

CUSTOM ELECTRONIC CLASSROOMS (BY INSTRUCTOMATIC)

Supplier designs electronic classrooms--the works: lesson sources, instructor control panels, instructor's console, student positions, and student furniture.

Available: Instructomatic, Inc.

INSTRUCTOMATIC SOLID STATE DIAL ACCESS SYSTEM

This is an educational retrieval system utilizing small printed circuit cards to contain all of the student switching components necessary to allow a student to dial any of 1000 programs. Most retrieval systems use standard telephone switchgear modified to meet educational needs.

Available: Instructomatic, Inc.

EDUCOM VALIDATOR

This is a compact, desk-top console used for audio programming. It records and plays back commercial or pre-recorded cassettes. The console is capable of supervising, analyzing, and working with up to six groups of students totaling 30 positions.

Intercom capabilities on the Validator make it possible to monitor each student and intercom with him without interrupting the entire class. If need be, the student's responses and conversation may be recorded for later review. Response features on the Validator enable the teacher to determine class percentages of accurate responses during the lecture.

The Validator utilizes up to three cassette program sources. Instructor cassettes are available in record/playback monaural, stereo, dual track, and pulse-added formats. Student positions may be installed as individual self-contained units or as terminal equipment for electronic classrooms.

Filmstrip or slide projectors may be added to the system, with automatic advance features.

The total system may be designed so that, if desired, the instructor's console and all student positions including student recorders may be disconnected and moved about the room or institution so as to take maximum advantage of the open, modular construction of most new facilities.

Available: Visual Educom Inc., U.S. 12 East, Michigan City, IN 46360

Price: Correspondence indicates that while the price of this unit varies, dependent upon the number of student positions and the type of program sources used, a general rule of thumb will be in the vicinity of $5,000 installed.

CRAIG AUDIO EDUCATOR--PORTABLE CASSETTE RECORDER

Audio Educator I--A portable recorder/player utilizing pre-recorded or blank cassette tapes. It operates from either batteries or AC Power.

Audio Educator II--An audio response comparative cassette recorder designed for use with pre-recorded cassettes containing material requiring practice responses by the student. The unit will reproduce the teacher's voice through the accompanying headset and simultaneously record the student's voice responding to the words, phrases and instructions he hears. The tape can then be replayed as often as required.

Supplier also handles PENTAGON cassette tape duplicators; ROBINS cassettes, cartridges, and accessories; TECHNICOLOR 8mm sound and silent projectors; and WILSON AV/TV equipment (mobile cabinets and rolling carts).

Available: American Desk Mfg. Co., West Avenue G at 49th Street, Temple, TX 76501

| Price: | | |
|---|---|---|
| | Craig Audio Educator I Recorder | $ 64.50 |
| | Craig Audio Educator II Response Comparative Headset and Boom Mike | 129.50 |
| | Craig Audio Response Comparative Recorder with AC Adapter, Headset and Boom Mike | 99.50 |
| | Remote Control Mike | 6.50 |
| | Craig Accessory Kit | 11.95 |
| | Headset with Boom Mike | 20.00 |
| | Footswitch for all Craig Portable Recorders | 6.95 |
| | Craig 60 Minute Cassette (blank) | 2.19 |
| | Craig 90 Minute Cassette (blank) | 3.29 |
| | Vista 30 Minute Cassette (blank) | 1.39 |
| | Vista 60 Minute Cassette (blank) | 1.69 |
| | Vista 90 Minute Cassette (blank) | 2.49 |

PRO-GRAMO

This is a completely portable tape playback programming system which attaches in minutes to slide projectors. The Pro-Gramo CR-100 base fits Kodak Carousel 650, 700, 750, 800, AV-900, and Ektagraphic slide projectors. Other Pro-Gramo models are available for Nikkormat 3000, 3001 and Sawyer's automatic projectors.

Pro-Gramo uses continuous tape cartridges which require no rewinding. Inaudible "beeps" or pulses are recorded on a sound track and provide precise synchronization of the sound and picture. When desired, an automatic shut-off pulse may be used to stop or interrupt the slide show.

Pulses may be recorded professionally or added by the user with the accessory Pulser unit.

The new Caro-Vox Model CVP-100 (playback only) uses cassettes, both sides of which can be used, providing up to two hours of program.

No stock programs for general distribution are produced by Pro-Gramo, but they do assist many of their customers in putting together their own special shows such as training programs, curricula, etc. If supplied with a script, they can record the narration, sound effects, or background music, and the cues which will change the projector slides or filmstrip frames in synchronization with the audio. They can also make duplicates on cassettes or on continuous loop cartridges.

Available: Pro-Gramo, Inc., 44 West 44th Street, New York, NY 10036

| Price: | | |
|---|---|---|
| | Pro-Gramo Continuous Loop Cartridge Base (Playback only - does not record) | $295.00 |
| | Pro-Gramo Caro-Vox Cassette Base (Playback only) | 345.00 |
| | Pulser | 35.00 |

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|---|---|
| Remote Control | $ 35.00 |
| Carrying Case | 35.00 |
| Carrying Case w/Extension Speaker | 45.00 |
| Microphone | 21.50 |
| Amplifier Module | 45.00 |
| Command Module | 55.00 |
| Dissolve Control | 295.00 |
| 300' Cartridge | 2.75 |
| 300' Marathon Heavy Duty Cartridge | 3.90 |
| 600' Cartridge | 8.50 |
| 600' Marathon Heavy Duty Cartridge | 11.75 |
| 1/4" Lubricated Tape - 1700' Roll | 5.95 |
| Pro-Gramo Robot | 995.00 |
| 8" Extension Speaker | 24.00 |
| 12" Extension Speaker | 32.00 |
| 3 Projector Conversion (Wiring & Connectors only) | 35.00 |
| Special Module for 3 projector conversion | 65.00 |
| Cartridge Recorder/Duplicator | On Request |

P/H ELECTRONICS CLASSROOM BROADCASTERS

A console which can handle up to 12 channels. Wireless and uses standard cassette materials.

Student positions equipment comes with the "stethoscopic" under-the-chin headphone (such as for shorthand dictation), the muff-type audio-active headset (which has an attached microphone to permit student response, such as in a language lab).

Available: Stevens Pictures of Texas, Inc., 3019 Monticello, Dallas, TX 75205